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SEP 29 2005

Patent
Attorney's Docket No. 033855-007

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of)	Mail Stop Amendment
Louis D. Giacalone, Jr.)	Group Art Unit: 2154
Application No.: 09/828,257)	Examiner: Patel, Haresh N.
Filed: April, 06, 2001)	Confirmation No.: 4988
For: SYSTEM FOR ELECTRONICALLY)	
DISTRIBUTING, DISPLAYING AND)	
CONTROLLING THE PLAY)	
SCHEDULING OF ADVERTISING AND)	
OTHER COMMUNICATIVE MEDIA)	

PROPOSED AMENDMENT

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

This reply and amendment is in response to the Office Action mailed on June 03, 2005 for the above-noted application. In response to the Office Action, entry of the following amendments is earnestly solicited. Appropriate fees for one-month extension are included thereby making the present response due on October 03, 2005.

Amendments to Claims in the listing of claims begin on page 2.

Remarks begin on page 5.